

Creating Effective Internet Audio Commercials



Written By
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www.ScenicRadio.Com

Relaxing Entertainment for the World



www.BroadcastingWorld.Com

Global Broadcast Information Portal

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About The Author

David Childers is the Content Manager for the Global Broadcasting portal www.BroadcastingWorld.com. He is very active in the Internet broadcast industry and has written numerous guides and a book about this growing technological field. He is also the webmaster of www.ScenicRadio.com, the global destination for relaxing entertainment.

Mr. Childers' work has been cited in several national and International publications, including these:

Five Essays on Copyright In the Digital Era
Turrer Publishing

Research On High-Profile Digital Video Production
Digital Content Association of Japan

Video Podcasting in Perspective: The History, Technology, Aesthetics and Instructional Uses of a New Medium
Journal of Educational Technology Systems

Video Podcasting: When, Where and How it's Currently used for Instruction
The National Convention of the Association for Educational Communications and Technology

IP Packet Charging Model For Multimedia Services
National University of Rwanda

Preservation of audiovisual mediums: Problems and challenges
Platform for Archiving and Preservation of Art on Electronic and Digital Media

P2P Technology Trend and Application to Home Network
Electronics and Telecommunications Research Institute Journal

Peer To Peer Computing - The Evolution of a Disruptive Technology
Idea Group Publishing

Peer-to-Peer Systems and Applications
Lecture Notes In Computer Science
Springer Berlin / Heidelberg

Feedback

Please feel free to contact the author if you have any questions or comments. Your feedback is greatly appreciated.

You can contact the author here: www.KL7AF.com

Foreword

Welcome to the guide for creating effective Internet audio commercials.

What started off as a single handbook has continued as a series of guides and handbooks for the Internet broadcasting community. Internet broadcasting is a new and challenging technical field that breaks the mold of traditional broadcasting and opens up an exciting world of opportunities.

I would like to thank Terrence Romero of El Mero Mero Media for contributing to the guide, Scarlet Coker for providing assistance with the editing of the guide, and James Davey at Broadcasting World for allowing me the opportunity to create this handbook.

It is my sincere hope that the reader finds this handbook a valuable resource.

David Childers

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Posvečeno Neži Vidmar



Lahko pretrpiš gorje sam, vendar sta potrebna dva za občutek sreče.

Commercials capture your attention, that's all.

Calvin Klein

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Introduction

Advertising is the ability to influence the purchasing habits of people. This ability to influence people uses a blend of psychology, emotion, visual and audio to stimulate and motivate a consumer's reaction. Effective advertising can be distributed using several mediums to reach a large target audience.

Advertising has evolved into a multifaceted industry that has continued to grow and expand in various forms. Print, broadcasting and the Internet have allowed the advertising industry to become a global force that has tremendous potential and ability. Radio commercials are able to use the power of the spoken word and sound to impact the audiences feelings, moods and thoughts. Audio can present information in a method that allows the imagination to interpret the content through sound association.

Production and distribution costs for audio commercials are considerably lower than the costs for video advertising commercials. Regardless of the price differential, audio can still generate sizable interest and sales potential. Sound imagery can be effectively used to transport the listener to virtually any place or any type of situation. Audio commercials can also easily be designed to appeal to specific target audiences.

It is important to master the concepts of creative advertising so that you can maximize the return on the investment for your audio commercial campaign. The advertising business is a constantly changing career field that requires perseverance. You should also network with other people associated with professional broadcasting, to stay knowledgeable of production and distribution techniques.

Concepts Of Advertising

Propaganda advertising

Advertising is similar to propaganda, which is also a method that can be used to influence the attitudes of people. There are several types of propaganda techniques that are effectively used within the advertising industry.

These techniques include:

- Bandwagon
This method persuades people to use specific items or services because many other people are using them.
- Testimonial
This method uses the words of an expert or a famous person to promote a particular product or service.
- Transfer
This method uses qualities of a known person which are associated with a product or service to promote it.
- Repetition
This method repeats a product or services name many times during an advertisement.
- Emotional words
This method generates positive feelings in the minds of people when words are used to evoke emotions.

Theories of advertising

There are several theories that can be used to explain different approaches to creating advertising.

- Hierarchy Of Effects Model

This approach suggests that there are six steps a consumer goes through when making a purchase.

These steps are:

- * Awareness
- * Knowledge
- * Liking
- * Preference
- * Conviction
- * The actual purchase

- Means-End Theory

This approach suggests that an advertisement should contain a message or means that leads the consumer to a desired end state.

- Leverage Points

This approach is designed to move the consumer from understanding a product's benefits to linking those benefits with personal values.

- Verbal and Visual Images

This approach suggests that audio and graphics can lead the consumer to a desired purchasing decision.

Planning

Effective planning is a must for creating a successful audio campaign. This planning should incorporate key elements which are important in making an effective advertising commercial campaign.

These elements include:

- Be creative with the commercial.
 - * Do not create carbon copies of existing commercials that promote similar concepts.
- Determine the timed length of the commercial.
 - * This will establish how much wording can be used in the commercial copy.
- Pace the voice presentation at a normal conversational speed.
 - * The commercial copy needs to be written for speaking, not reading.
 - * Do not include excessive word content that would require a really fast voice delivery.
- What information do you want presented in the audio commercial?
 - * Define the message so that it becomes a simple thought.
 - What is being offered.
 - Why it is being offered.
 - Why this is needed.
 - Emphasize the results of the service or product being offered.
 - Contact information.
- The more information you provide, the more interest and sales you can generate.
- Define the target audience.
 - * Age group.
 - * Gender group.
 - * Ethnic group.
 - * Geographic location.

The audio commercial should be divided into three sections.

These are:

- The first section should include:
 - * Strong opening statement.
 - What is being offered.
 - Why it is being offered.
- The second section should include:
 - * The core information.
 - Why this is needed.
 - What are the benefits.
 - Contact information.
- The third section should include:
 - Summarize the commercial.
 - Reinforce main points.
 - Call to action.
 - * Alert the audience to get a pen or pencil and write down the contact information.
- Repeat essential information within the commercial several times.
- Make the commercial appealing and relevant to the target audience.
 - * Use proper music.
 - * Use proper emphasis.
 - * Use proper background audio effects.
- It is important that the audio commercial makes a statement.
 - * Make the commercial entertaining.
 - * Make the commercial informative.
 - * Make the commercial interesting.
 - * Make the commercial distinctive.

- * Make the commercial persuasive.
 - * Make the commercial enthusiastic.
 - * Motivate the listener to do something, not just make a purchasing decision.
- The commercial needs to be simple.
 - The commercial needs to present a clear message.
 - The commercial needs to be consistent
 - The commercial should focus on one or two concepts or products only.
 - The commercial should not use clutter or filler material.
 - The commercial should not use clichés.
- It is important to use all of the sound as effectively as possible in audio commercials.
 - * Use sound effects as a backdrop to the commercial to enhance the overall effect.
 - This enhances the audience listening experience without overwhelming them.
 - This creates an audio tapestry of both voice and background audio.
 - Consider making special offers for listeners.
 - * This is not required to make an audio commercial effective, but it is one more bonus that can be offered to attract people to use your service or purchase your product.

Common pitfalls of a commercial include:

- Too much information.
- Too many details.
- Too many prices.
- Too many ideas or themes.

Equipment

Proper equipment must be used to maintain a high standard of quality for the audio commercial. No amount of planning or implementation can overcome sub standard equipment.

Microphones

- Use external dynamic directional broad frequency microphones.
- Ensure that a wind screen is used reduce the affects of environmental or ambient noise.
- Ensure that there are adequate lengths of audio cable available.
- An audio mixer board is necessary if there are multiple microphones being used.
- The microphones should have a tripod or other piece of equipment that will prevent it from moving around.
- Use caution in the placement of the microphone.
 - * Avoid using the microphone around speakers or audio output devices.
 - Avoid microphone feedback.
 - * Avoid placing microphone in areas that absorb sound.
 - * Avoid placing microphone in areas that produce echo.

Environment

It is important to protect all equipment from harsh elements.

These elements include:

- Moisture.
- Extreme temperature.
- Dirt.

Implementation

Effectively communicating thoughts and ideas is absolutely critical and care must be taken to avoid poor speaking habits.

Things to consider for the voice presentation:

- Will a global audience understand the people speaking in the commercial?
- Will the people speaking persuade the audience members to continue listening?
- Will the people speaking use terms and concepts easily understood by a global audience?
- Use proper grammar.
- Avoid using slang grammar.
- Be articulate in speaking.
- Use "Que" cards or scripts to avoid memory lapses.
- Do not shout or raise your voice.

Basic tips for using a microphone:

- Speak into the microphone, not away from it.
- Practice reading the commercial in front of the microphone.
 - * This will help you overcome microphone phobia and allow you to concentrate on delivering a quality voice.
- Use proper distance between the microphone and your mouth.
 - * Get close enough to the microphone so that your voice will not be obscured by ambient noise.
 - * Avoid getting too close to the microphone as this will allow sounds from your tongue or lips to be picked up.

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